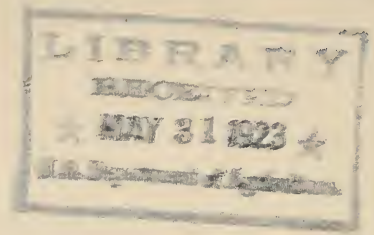


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The Beauty of Our Business

Siebert & Haler Landscape Service

Dayton, O.



THE beauty of our business comes in making the homes of our customers more beautiful.

If beauty were taken out of our lives, there would be no life---because beauty is everything!

Whether it be achieved by the deft brush of a skilled artist, or by the pick and shovel of a day laborer, the object to which it is applied becomes more attractive, and its value increases accordingly.

Beauty, above all, should be pre-eminent in the home. There, harmony must prevail throughout---not only for the sake of the young folks, but for the safety of the home itself. And no effort nor expense should be spared in its accomplishment---for the effort is always worth while, and the expense is really an investment.

A house and lot with a little grass plot cannot truly be called "Home." Growing things are a vital part of the home architecture, lending a welcoming touch, as they do, and at the same time adding greatly to the monetary and sentimental value of that home.

The most advanced ideas in planting are offered to you by the Siebenthaler Landscape Service. Back of our recognized ability as landscape architects, are many long years of experience in growing and breeding in our nurseries those plants which thrive best in this particular climate.

On the following pages are shown some of the plantings we have made in Dayton and vicinity during the past several years.

No matter how large nor how small your "house and lot" may be, we can show you how to increase its beauty and its value---by making it a really, truly HOME, in every sense of the word.





*Your House
- What
About It?*

ARE you satisfied with the exterior appearance of your house? Does it win the admiration of passersby and make them feel, instinctively, that here is a real home?

Haven't you seen houses that just seemed to invite you right in? Didn't you feel that there must be a sort of soul-satisfaction merely in living in such a place – that the daily lives of the families who lived in them must be in harmony?

Certainly you have! They were ordinary-sized houses, too – not big, imposing, formal residences. And if you'll analyze it a bit further, you'll realize that the artistic planting of trees, flowers and shrubs helped in a large measure to give you your general impression of those homes and their occupants.



Chances are that the landscape designing and planting were done by the Siebenthaler Landscape Service.

A number of owners of moderate-priced homes in this section of the country have been delighted with the service we have rendered them. Delighted, not only because our service more than came up to their expectations, but because the cost was so surprisingly moderate.



Planting Plans

HOW OFTEN, when driving past a beautiful modern residence, have you suddenly stepped on the brakes — or stopped entirely — to feast your eyes on the beautiful growing things surrounding it!

Mayhap you did it unconsciously; but it was instinctive. You may have been impressed first with the general landscaping effect; or a certain specific planting might have claimed your artistic indulgence.

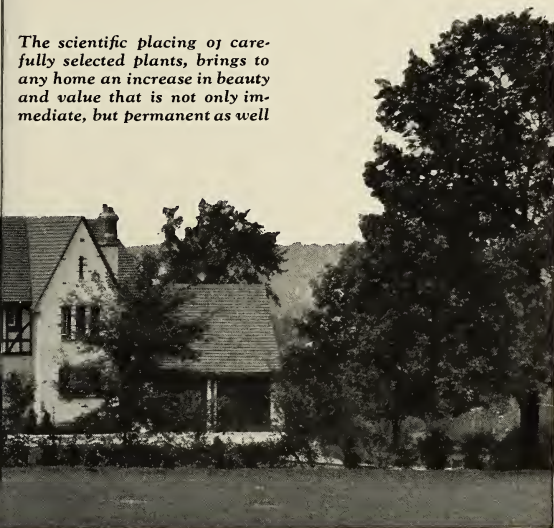
A golden bank of forsythia, a white one of spirea, a bed of stately



and colorful hollyhocks, or iris, or phlox, or a group of evergreens. Any or all of them, properly planted and cared for, make an irresistible sight.

And just as you stopped to gaze a little longer, you also realized instinctively that here was a happy combination of building architecture and landscape architecture that resulted in a never-ending source of delight to the owner, as well as to visitors and every passerby.

The scientific placing of carefully selected plants, brings to any home an increase in beauty and value that is not only immediate, but permanent as well



THE business of the Siebenthaler Landscape Service is to make the homes and grounds of our customers as beautiful as possible through the scientific planning and laying out of a planting plan that will bring the utmost in results.

Chances are that we produced the beautiful effects which you have so much admired. We can point with pride to dozens of residences in this section of the country whose surroundings we beautified many years ago, and which are increasing each year not only the beauty of the property, but its value as well.

We consider our landscape designing service second to none. It is complete, embracing as it does a service for homes of all kinds, be they located in a closely built-up section—or stately, imposing residences with spacious grounds.

Best of all, through the furnishing of hardy trees, flowers and plants from our own completely-stocked nurseries, the owner obtains his every requirement from one source, and is also assured of a perpetuation of the original landscaping.



Siebenthaler Ave. and Catalpa Drive
Main 6757 DAYTON, OHIO



*A Logical
Connection*

NO ONE would think of beginning the actual building of a residence until the drawings and specifications were first completed and approved down to the last detail. But some people make the mistake of stopping there; which is the wrong place to stop.

The landscape architecture is equally as important as the building architecture. Both combine to make the residence complete in every way, increasing its beauty as well as its value. Both should, therefore, be planned and approved at the same time — before the actual building is begun.

By permitting the landscape architect to cooperate with the building architect from the very start, the owner is bound to obtain a more beautiful effect, because the landscape architecture will then be exactly suited to the particular architecture of the house.





*Bridging
the Gap*

SIEBENTHALER landscape architects work in close co-operation with the leading local architects, and together we have produced some very striking landscape effects for owners of large residences.

The architectural details are taken into consideration from the beginning, and the plantings are designed to emphasize the beauty of every detail.

Thus we are enabled to connect the house successfully with its surroundings. This may require the use of large trees, together with the artistic placing of masses of low foliage. In some instances, climbing vines may be necessary; in others, a formal flower garden.

Our landscape architects have spent years in a profound study of various planting requirements; and the results of their study, together with the resources of our large nurseries, form a combination that is appreciated by a number of our customers.

You'd appreciate it, too!



Siebenthaler Ave. and Catalpa Drive
Main 6757 DAYTON, OHIO



UNTIL a few years ago, the owner of a small or medium-sized house who desired a landscaping service, was "up against it and in between."

On his one side was the professional landscape architect, bound up in a strict code of ethics, which permitted him to furnish a drawing only. For this, of course, he charged a rather large fee; and he was not interested in the actual purchasing or planting of the plants themselves.

On the other side was the nurseryman, spending most of his time and energy in raising trees and various plants, having very few suggestions to offer regarding their use — being interested primarily in the selling of them.

Then came the Siebenthaler Landscape Service to bridge the existing gap, which it has done to the lasting satisfaction of hundreds of small home owners.

We had realized the conditions for some time, and concluded that we could inaugurate a professional landscaping service, combining it with our wide experience and reputation as nurserymen, thus striking a responsive chord. We have succeeded!

Today we offer to the owners of small and medium-sized houses a service that is all-comprehensive. And best of all, we offer it to them at a price within their means.

Our designing service equals that of the exclusive landscape designer, and the cost, in comparison, is insignificant. Coupled with this is our experience of more than half a century in the successful growing of trees, flowers and shrubs, which enables us to carry our plans on to completion.



NO ONE can dispute the statement that a well-kept lawn, with beautiful trees and flowers, will increase the beauty as well as the value of any property. And since the inauguration of the Siebenthaler Landscape Service, no home owner can truthfully say that a beautiful yard is beyond his means.

We keep abreast of the times at all times, and can give you the most advanced ideas in planting, besides furnishing you hardy plants, from our completely-stocked nurseries, which perpetuate our plans. We'll gladly furnish you with suggestions and an estimate, without any obligation on your part.



Siebenthaler Ave. and Catalpa Drive
Main 6757 DAYTON, OHIO



IMAGINE, if you can, how bleak and barren this stately home would appear if the plant life were removed.



Situated as it is, certain conditions had to be overcome to secure a certain effect. The result, as shown, was produced through our careful selection of the plants and trees, and the scientific placing of them about the grounds.

SIEBENTHALER

Landscape Service



HERE are some "close-ups" of plantings that have brought untold joy into the lives of the owners, besides winning the admiration of all who see them.

Note how the little touches of verdure brighten up their respective corners.





THERE is one best way
 to secure the most
 artistic planting ef-
 fect for every home, be it
 large or small.

We employ painstaking
 care at all times to secure
 that effect for every plant-
 ing that is entrusted to us.



THE Siebenthaler Landscape Service is essentially a complete service.

At your request, we study your property, determine just what plants will be most suitable, and then furnish those plants from our own completely stocked nurseries.

By putting the whole problem up to us, you are assured of a happy solution---an achievement of the most beautiful and artistic effect obtainable.

This service is not limited to any particular class of house. Our lives have been devoted to helping folks make their homes more homelike, and we realize that the ambition is universal.

We are just as interested in bringing the utmost in planting beauty to the moderate-priced home, as we are in laying out the entire grounds of an estate.

For more than fifty years we have been doing both.



SIEBENTHALER AVE. AND CATALPA DRIVE
Main 6757 Dayton, Ohio

